

CLAIMS

We claim:

- 10 1 1. Targeted incentive generation apparatus, for use with a sales transaction
2 recording system having at least one checkout terminal and a store controller with access
3 to an item price file, the apparatus comprising:
4 storage means for holding data defining separate sets of incentive terms
5 pertaining to at least one item of which sales are to be promoted;
6 means for identifying a purchased triggering item presented at a checkout
7 terminal;
8 means for identifying an additional item associated with the purchased
9 triggering item in an incentive deal, wherein one of the two items is a promoted item and
10 the other is a competitive item;
11 means for obtaining sales prices for the promoted item and the competitive
12 item;
13 means for selecting a set of incentive terms from the storage means, based
14 on whether the purchased triggering item is the promoted item or the competitive item,
15 and further based on the prices of the promoted item and the competitive item, wherein
16 the incentive terms are tailored to a consumer's purchasing behavior and the price of the
17 promoted item relative to the competitive item; and
18 means for generating an incentive for the consumer, consistent with the
19 selected set of incentive terms.
- 1 2. Targeted incentive generation apparatus as defined in claim 1, wherein:
2 each set of incentive terms takes the form of an entry in a table of
3 incentive terms accessed by a first parameter defining whether the purchased item is the
4 promoted item or the competitive item, and a second parameter defining the relative
5 price relationship between the promoted item and the competitive item.

6. A method for generation of purchase incentives, for use with a sales transaction recording system having at least one checkout terminal and a store controller with access to an item price file, the method comprising the steps of:

- storing in a storage means data defining multiple separate sets of incentive terms pertaining to at least one item of which sales are to be promoted;
- identifying a purchased triggering item presented at a checkout terminal;
- identifying an additional item associated with the purchased triggering item in an incentive deal, wherein one of the two items is a promoted item and the other is

10 obtaining sales prices for the promoted item and the competitive item;
11 selecting a set of incentive terms from the ^{17.2.2.3} storage means, based on
12 whether the purchased triggering item is the promoted item or the competitive item, and
13 further based on the prices of the promoted item and the competitive item, wherein the
14 incentive is tailored to a consumer's purchasing behavior and to the price of the
15 promoted item relative to the competitive item; and
16 generating an incentive for the consumer, consistent with the selected set
17 of incentive terms.

1 8. A method as defined in claim 7, wherein:
2 the second parameter defining the price relationship has at least three
3 values, including a first value when the purchased item has the lower price, a second
4 value when the purchased item and the competitive items have the same price, and a
5 third value when the purchased item has the higher price.

1 9. A method as defined in claim 6, wherein:
2 the method further comprises the step of identifying at least one other
3 additional item associated with the purchased triggering item, one of the purchased and
4 additional items being a promoted item and the others being competitive items;
5 the step of obtaining sales prices includes obtaining sales prices of all of
6 the additional items; and
7 the step of selecting a set of incentive terms includes selecting multiple

- 8 sets of incentive terms, each applicable to a different possible pairing of promoted and
9 competitive items.

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